

Footfall Report for:  
Salisbury BID

Weeks This Month: 4  
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
Salisbury BID	0.8%	-5.6%	0.1%	-12.9%	-6.8%	-3.3%
South West	-2.3%	-3.5%	1.4%	-4.3%	2.5%	-1.6%
UK	0.0%	-0.9%	-1.8%	-0.5%	0.0%	0.2%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

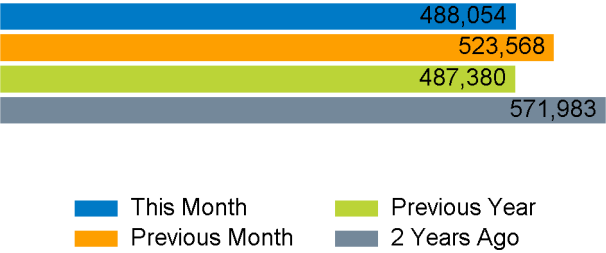
The total number of visitors for the year to date is 6,313,609 which is 0.8% up on the previous year.

The total number of visitors to Salisbury BID in month commencing 3 November 2025 was 488,054.

The busiest day in month commencing 3 November 2025 was Saturday 8 November with 30,125 visitors.

The peak hour of the month was 12:00 on Sunday 30 November 2025 with footfall of 4,100.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

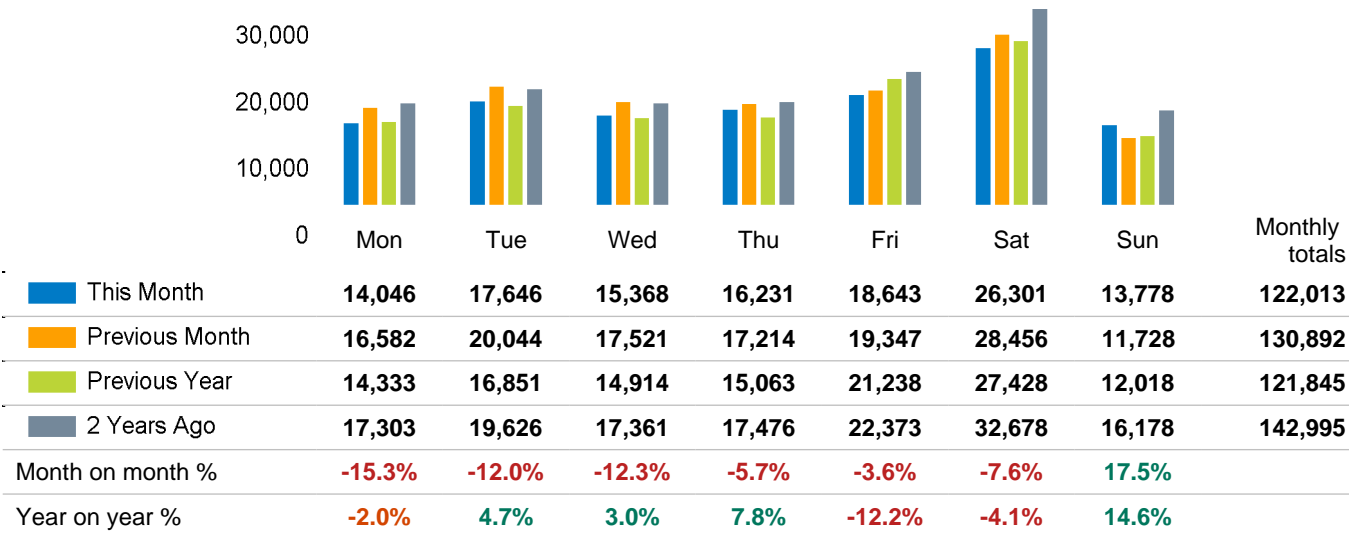
Number of days November 2025	11	14	3	
Number of days November 2024	9	11	3	5
Number of days November 2023	8	14	3	3

Average temperature

	Maximum temperature	Minimum temperature
2025	12°	4°
2024	12°	3°
2023	11°	2°

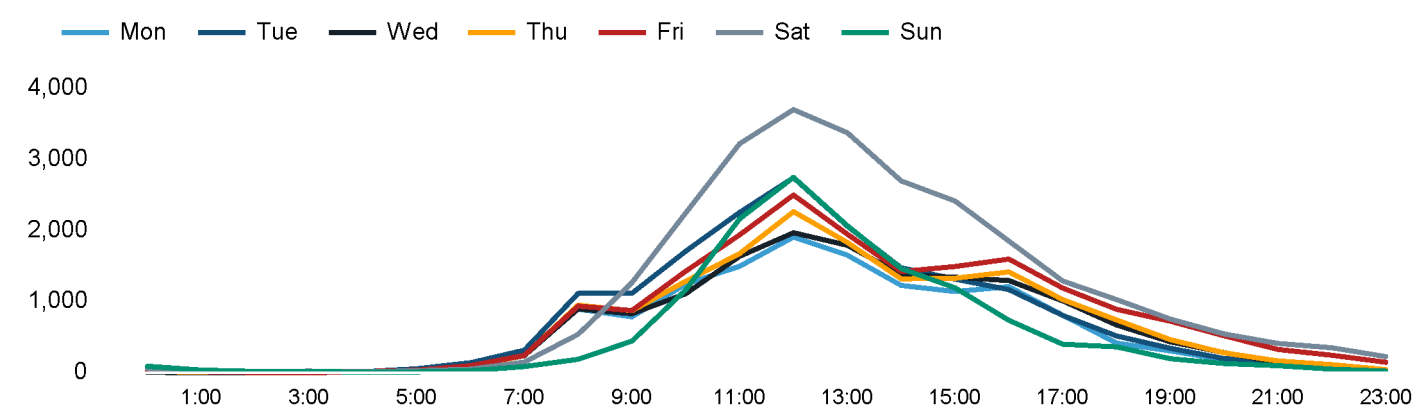
**Footfall Counts by day**

The figures shown below are calculated using weekly averages.



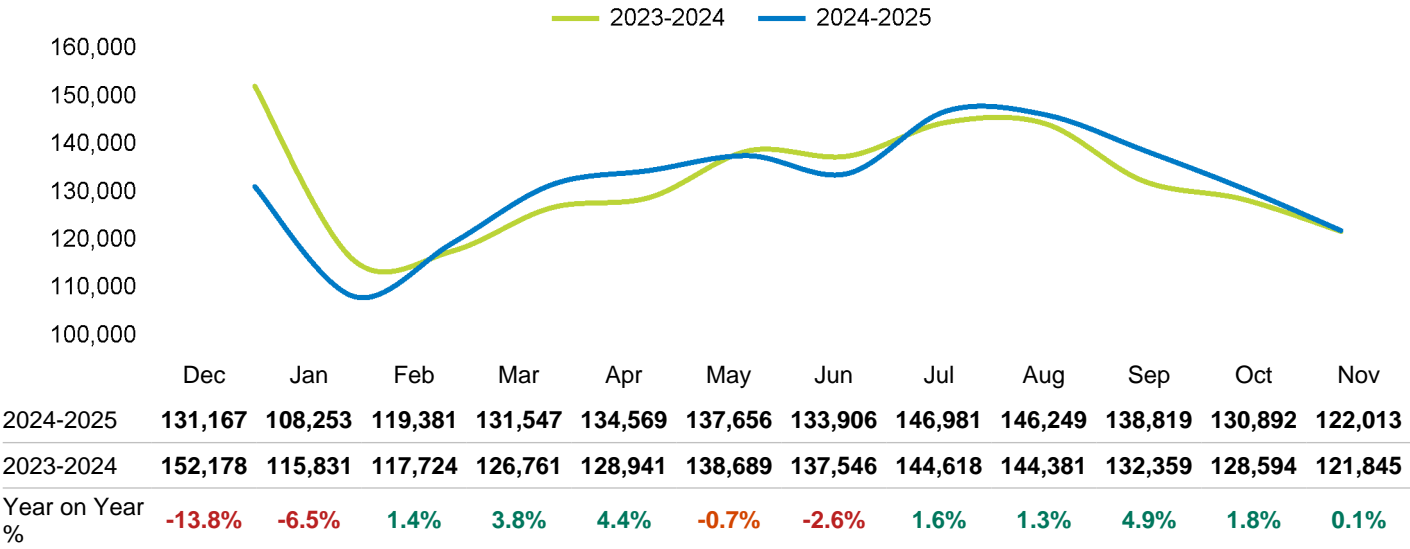
**Footfall Counts by hour**

The figures shown below are calculated using a weekly average



**Footfall Counts - rolling 12 months**

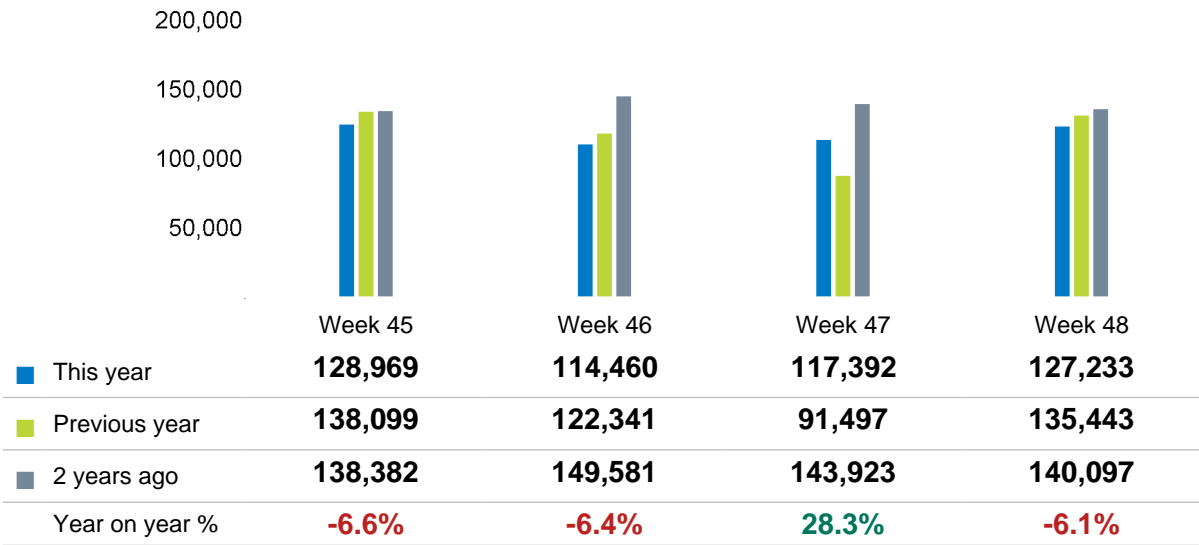
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for November compares November 2025 to November 2024

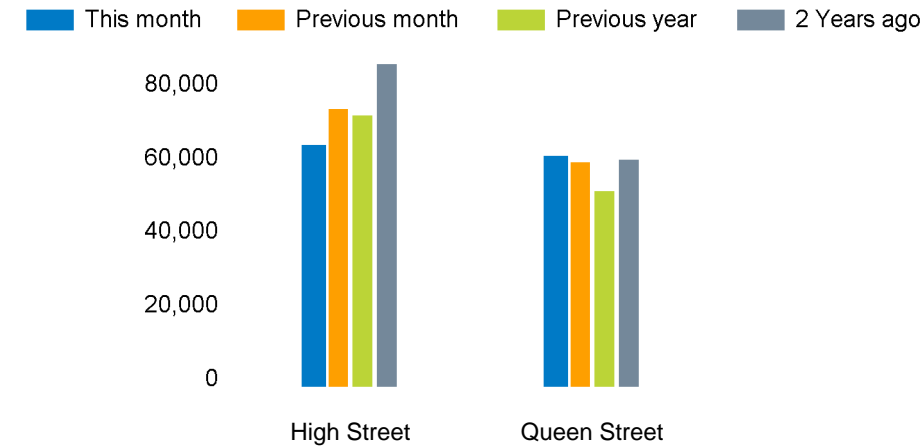
**Footfall Counts by week of month**

The figures shown below are calculated using weekly totals.



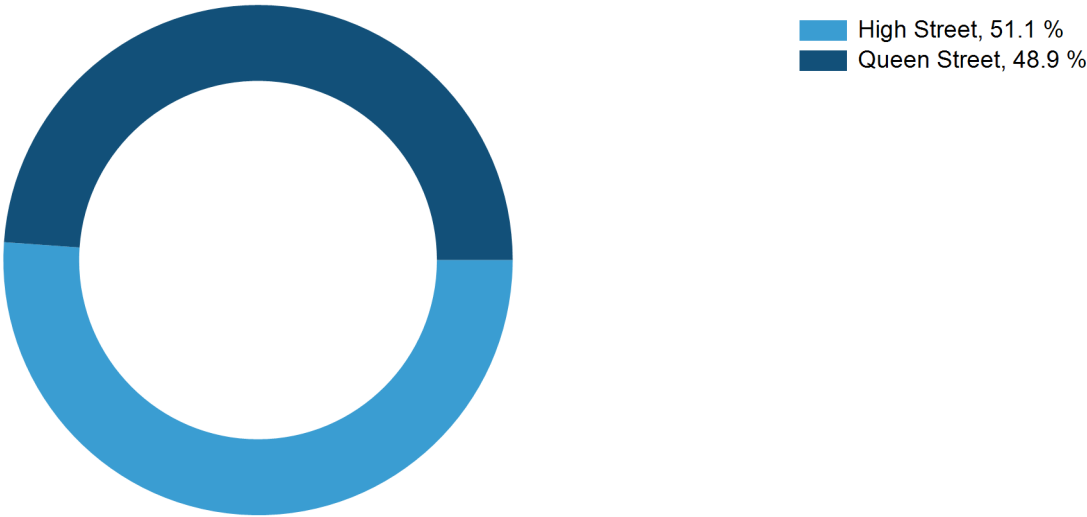
## Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	62,376	59,637
Previous Month	72,221	58,670
Previous Year	70,642	51,202
2 Years Ago	83,673	59,322
Year on Year %	-11.7 %	16.5 %

## Footfall Counts by location



Reporting dates

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This month - 03 November 2025 - 30 November 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January,2025 to November , 2025 Vs January, 2024 to November , 2024

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.November,2025 Vs November, 2024

Month on Month % Change is the % change in footfall for this Month from the previous Month.11 2025 Vs 10 2025